

Rep Order# 6832841 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

466 Printed: 07/20/2012 9:19 AM  
Last Received: 07/18/2012 3:51 PM

二

**Station** KSNV-TV LAS VEGAS, NV.  
**Advertiser** ( ) DSCC IIE  
**Product** DSCC IIE  
**Estimate#** 1407  
**Buyer** MAURA GILROY  
**Phone#**

Agency	(        )	GREAT AMERICAN MEDIA	Rep Firm
1010 WISCONSIN AVE NW, S#800	Sales Office (        )	PHILADELPHIA	
WASHINGTON, DC 20007	Salesperson (        )	AMY MCCREARY	
Agency CP1/P2E	Salesperson Phone#	215-568-6540	
Flight Dates	Salesperson FAX#	215-568-1845	
Hiatus Weeks			

— CONTRACT COMMENT —

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LT	In	Day	Time	Program	Ten	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypa
1	TU-F	5A-6A			:30	\$450.00	10/16-10/19	4	1	4	\$1,800.00	
2	M	5A-6A			:30	\$450.00	10/22-10/22	1	1	1	\$450.00	
3	TU-TH, SU	430A-459A										
		Buyline Comment:	NEWS									
4	TU-F	6A-7A			:30	\$200.00	10/16-10/21	4	1	4	\$800.00	
		Buyline Comment:	NEWS									
5	M	6A-7A			:30	\$700.00	10/16-10/19	4	1	4	\$2,800.00	
		Buyline Comment:	NEWS									
6	M	7A-9A			:30	\$700.00	10/22-10/22	1	1	1	\$700.00	
		Buyline Comment:	TODAY									
7	TU-F	7A-9A			:30	\$900.00	10/16-10/19	4	1	4	\$3,600.00	
		Buyline Comment:	TODAY									
8	Sa	6A-7A			:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
		Buyline Comment:	NES									
9	Sa	7A-9A			:30	\$625.00	10/20-10/20	2	1	2	\$1,250.00	
		Buyline Comment:	SAT TODAY									
10	SU	6A-7A			:30	\$375.00	10/21-10/21	1	1	1	\$375.00	

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1407

Buyer MAURA GILROY  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, SUITE 800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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11	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$750.00	10/21-10/21	1	1	1	1	\$750.00
12	SU	8A-9A	Buyline Comment: MTP	:30	\$3,000.00	10/21-10/21	1	1	1	1	\$3,000.00

13	SU	9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/21-10/21	1	1	1	1	\$500.00
14	SU	930A-10A	Buyline Comment: CM	:30	\$600.00	10/21-10/21	1	1	1	1	\$600.00

15	TU-F	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/16-10/19	4	1	1	1	\$1,700.00
16	M	9A-10A	Buyline Comment: TODAY II	:30	\$425.00	10/22-10/22	1	1	1	1	\$425.00

17	M	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/22-10/22	1	1	1	1	\$325.00
18	TU-F	10A-11A	Buyline Comment: TODAY III	:30	\$325.00	10/16-10/19	4	1	1	4	\$1,300.00

19	TU-F	11A-12P	Buyline Comment: RR	:30	\$325.00	10/16-10/19	4	1	1	4	\$1,300.00
20	M	11A-12P	Buyline Comment: RR	:30	\$325.00	10/22-10/22	1	1	1	1	\$325.00

21	M	12P-1230P	Buyline Comment: NEWS	:30	\$425.00	10/22-10/22	1	1	1	1	\$425.00
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Showing Buylines: All Lines

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) DSCC IE

Product DSCC IE

Estimate# 1407

Buyer MAURA GILROY

Phone#

Fax#

LT

Ln

Day

Time

Program

Agency ( ) GREAT AMERICAN MEDIA

1010 WISCONSIN AVE NW, SUITE 800

WASHINGTON, DC 20007

Agency C/P1/PZ/E

49/53/1407

Flight Dates 10/16/2012 - 10/22/2012

Hiatus Weeks

Len

Rate

Dates

Spots/Week

# of Weeks

Total Spots

Total Cost

Daypart

23 TU-F 1230P-1P :30 \$325.00 10/16-10/19 4 1 4 \$1,300.00

Buyline Comment: AGENDA :30 \$325.00 10/22-10/22 1 1 1 \$325.00

24 M 1230P-1P :30 \$425.00 10/16-10/19 4 1 4 \$1,700.00

Buyline Comment: AGENDA :30 \$425.00 10/22-10/22 1 1 1 \$425.00

25 M 1P-2P :30 \$425.00 10/16-10/19 4 1 4 \$1,700.00

Buyline Comment: DAYS :30 \$425.00 10/22-10/22 1 1 1 \$425.00

26 TU-F 1P-2P :30 \$425.00 10/16-10/19 4 1 4 \$1,700.00

Buyline Comment: DAYS :30 \$425.00 10/22-10/22 1 1 1 \$425.00

27 TU-F 2P-3P :30 \$325.00 10/16-10/19 4 1 4 \$1,300.00

Buyline Comment: DRS :30 \$325.00 10/22-10/22 1 1 1 \$325.00

28 M 2P-3P :30 \$325.00 10/16-10/19 4 1 4 \$1,300.00

Buyline Comment: DRS :30 \$325.00 10/22-10/22 1 1 1 \$325.00

29 M 3P-4P :30 \$450.00 10/16-10/19 4 1 4 \$1,800.00

Buyline Comment: PHIL :30 \$450.00 10/22-10/22 1 1 1 \$450.00

30 TU-F 3P-4P :30 \$450.00 10/16-10/19 4 1 4 \$1,800.00

Buyline Comment: PHIL :30 \$450.00 10/22-10/22 1 1 1 \$450.00

31 TU-F 4P-430P :30 \$725.00 10/16-10/19 4 1 4 \$2,900.00

Buyline Comment: NEWS :30 \$725.00 10/22-10/22 1 1 1 \$725.00

32 M 4P-430P :30 \$725.00 10/22-10/22 1 1 1 \$725.00

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845



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ECD Yes

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Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	( ) PHILADELPHIA							
Advertiser	( ) DSCC IE	Product	1010 WISCONSIN AVE NW, S#800	Sales Office	( ) PHILADELPHIA							
Estimate#	1407	Product	WASHINGTON, DC 20007	Salesperson	( ) AMY MCCREARY							
Buyer	MAURA GILROY	Flight Dates	10/16/2012 - 10/22/2012	Salesperson Phone#	215-568-6540							
Fax#		Hiatus Weeks		Salesperson FAX#	215-568-1845							
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
44	F	-----	-----	-----	:30	\$2,600.00	10/19-10/19	1	1	1	\$2,600.00	-----
45	SU	10P-11P	Buyline Comment:	SVU	:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	-----
46	SU	515P-830P	Buyline Comment:	SNF	:30	\$10,000.00	10/21-10/21	1	1	1	\$10,000.00	-----
47	SU	830P-930P	Buyline Comment:	NEWS AFT NFL	:30	\$1,800.00	10/21-10/21	1	1	1	\$1,800.00	-----
48	M	11P-1135P	Buyline Comment:	NEWS	:30	\$1,200.00	10/22-10/22	1	1	1	\$1,200.00	-----
49	TU-F	11P-1135P	Buyline Comment:	NEWS	:30	\$1,200.00	10/16-10/19	4	1	4	\$4,800.00	-----
50	SU	11P-1135P	Buyline Comment:	NEWS	:30	\$1,200.00	10/20-10/20	1	1	1	\$1,200.00	-----
51	SU	11P-1135P	Buyline Comment:	NEWS	:30	\$1,100.00	10/21-10/21	1	1	1	\$1,100.00	-----
52	M	1135P-125A	Buyline Comment:	NEWS	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	-----
53	TU-F	1135P-125A	Buyline Comment:	NEWS	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	-----
54	TU-F	1235A-135A	Buyline Comment:	FALLON	:30	\$250.00	10/16-10/19	4	1	4	\$1,000.00	-----

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Station	KSNV-TV LAS VEGAS, NV.	Advertiser	( ) DSCC IE	Product	DSCC IE	Agency	( ) GREAT AMERICAN MEDIA	Rep Firm	PHILADELPHIA
Estimate#	1407	Buyer	Maura Gilroy	Phone#		Agency C/P/L/P/Z/E	1010 WISCONSIN AVE NW, SUITE 800 WASHINGTON, DC 20007	Sales Office	( ) PHILADELPHIA
Fax#		Flight Dates	49/53/1407	Hiatus Weeks				Salesperson	( ) AMY MCCREARY
LT	In	Day	Time	Program		Len	Rate	Dates	Spots/Week # of Weeks
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55	M	1235A-135A		Buyline Comment: FALLON	:30	\$250.00		10/22-10/22	1 1 1 1
56	TU-TH	135A-205A		Buyline Comment: CARSON	:30	\$175.00	10/16-10/18	3	1 3
57	M	135A-205A		Buyline Comment: CARSON	:30	\$175.00	10/22-10/22	1	1 1 1
58	SA	1130P-1A		Buyline Comment: SNL	:30	\$1,400.00	10/20-10/20	1	1 1 1 1
59	SU	1135P-1205A		Buyline Comment: SPORTS NIGHT	:30	\$400.00	10/21-10/21	1	1 1 \$400.00

—SALES MONTHLY TOTALS—  
Report Totals: 128 / \$101,875.00

Oct 12: 128 / \$101,875.00  
Sales Totals: 128 / \$101,875.00  
Station Totals: 128 / \$101,875.00  
Lines not sent/rclcd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$363,839	CATV	0%	RBLR	0%	KINC	0%	KLAS	29%	KSNV	28%
		KTNV	18%	KTUD	1%	KVCW	2%	KVNY	5%	KVVU	17%
		XXXX	0%								

—COMPETITIVE COMMENTS—

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Advertiser ( ) DSCC IE  
Product DSCC IE  
Estimate# 1407  
Buyer MAURA GILROY  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
1010 WISCONSIN AVE NW, SUITE 800  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 49/53/1407  
Hiatus Weeks 10/16/2012 - 10/22/2012

Rep Firm PHLADELPHIA  
Sales Office ( ) SALES  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE